

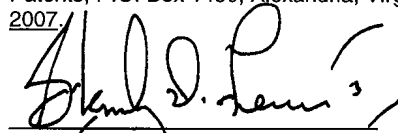
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Kienzle et al.
Serial No. : 09/578,675 Examiner : J.Ustaris
Filed : May 25, 2000 Art Unit : 2611
For : CREDIT BASED MEDIA PRESENTATION

November 9, 2007

AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed by EFS-WEB with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on November 9, 2007.


Stanley D. Ference III
Reg. No. 33,879

November 9, 2007
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Responsive to the Office Action dated August 9, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.